

# The Intelligent Machines Journal

INDUSTRY EDITION

345 Swett Road, Woodside, CA 94062; (415) 851-7075

79 Mar 14, Issue 5-IE

## Advertising Space Available

137,000 of a Special BUSINESS EDITION to Business People  
and  
100,000 Gazettes to Computer Consumers

As a cooperative effort between the Intelligent Machines Journal and the Computer Faire, a total of 237,000 copies of newspapers will be distributed promoting attendance at the 4th Computer Faire. These will go out in four issues:

issue number	advertising closing dates (Absolute!)	readership (distribution)	ad rate quantity	multiplier*	example rate: for a 7"x10" ad
6	March 22 (Thu)	nonwestern Faire lists & stores	50,000	2X	\$ 800
6-BE-1	April 5 (Thu)	Dun & Bradstreet & Business Week	71,000	3X	\$1200
6-BE-2	April 5 (Thu)	Wall Street Journal	66,000	2X	\$ 800
combined 6-BE-1&2	April 5 (Thu)	D&B, Wall Street Jour., Bus. Week	137,000	4X	\$1600
7	April 12 (Thu)	California Faire lists	50,000	2X	\$ 800

\*The "ad rate multiplier" is used in conjunction with the base ad rates for the *Intelligent Machines Journal* (based on 20,000 copy press runs), to compute ad rates for a given issue. If you find it confusing, please call us and tell us the desired issue and ad size, and we'll tell you the rate.

### THE BUSINESS EDITION

The special Business Edition, titled *Intelligent Machines for Business*, is a completely separate publication being produced in two parts, 6-BE-1 and 6-BE-2. The only difference between the two issues, essentially, will be the advertising — they will use most of the same editorial content.

All of the editorial content is explicitly written for the business person — someone who has little interest in computers, but has great interest in solving a variety of information processing problems faced in business. Articles range from those concerning small business systems, and computer retailing, to "intelligent machines" such as self-dialing phones and computing weight scales.

### PAYMENT MUST ACCOMPANY AD INSERTION

Due to the special nature of these issues, payment must accompany insertion of advertising. Checks should be made payable to: "Intelligent Machines Journal."

### CREDIT EARNED FOR FUTURE IMJ AD INSERTIONS

As an added bonus for advertising inserted in any of these four issues, credit vouchers will be issued that are good for advertising in future issues of the *Intelligent Machines Journal*. The amount of the credit will be proportional to the size of the ad — \$1.00/column-inch (a column is 2½" wide.) E.g., a 7"x10" ad would earn a \$30 credit towards future advertising. (Surprising you should ask: This credit is only applicable to later advertising; not to the current ad insertion.)

### PLACEMENT IS FIRST COME; FIRST SERVED

Advertisers wishing particular placement — e.g., all of the back page, or right bottom of page 3 — will be accommodated on a first come, first served basis. Order of entry will be determined by our receipt of payment for an insertion.

## 5TH FAIRE TO BE IN SAN FRANCISCO; L.A. Faire Location Cancelled

The 5th West Coast Computer Faire is scheduled for February 29th through March 2nd, again to be held in San Francisco's Civic Auditorium and Brooks Hall.

The 5th Faire was originally scheduled to be held in the Los Angeles Convention Center in the beginning of November. However, the Faire organizers have noted the capricious manner in which the City of Los Angeles has seen fit to deal with retailers who have failed to obtain the proper bureaucratic seal of approval regarding the safety of microcomputer products. The Faire has no interest in furnishing financial support to such a bureaucracy via rental of its city-owned convention center, hotels, etc.

(Please note that there has been no accusation by the City of L.A. that any of the products that they have demanded be removed from retailers' shelves are unsafe — merely that they had not obtained proper seals of approval from the UL or the city's own testing lab. So to speak, they are guilty until proven innocent).

### The Silicon Gulch Gazette

As the Faire did in the past, massive direct mailing of the *Gazette* will be the primary means for reaching computer professionals and amateurs. The *Gazette* will be wrapped around and/or inserted in the center of Issues 6 and 7 of the *Intelligent Machines Journal*. The *Gazette* will contain all the details about the Faire's Conference speakers, and information about the exhibitors and their products. As usual, the *Journal* will carry a variety of news and information of interest to the microcomputing community.

Portions of these Issues 6 and 7 will be sent in bulk by UPS to:

computer and electronics retailers,  
computer & electronic distributors,  
computer clubs,  
Univ. EE & CS departments,  
secondary sch. math/sci. teachers

The balance will be mailed to names in mailing lists from:

Computer Faire info requests,  
*Popular Electronics*, *Byte*,  
IEEE Computer Society,  
*Computer Design*,  
*Dr. Dobbs' Journal*,  
*Recreational Computing*,  
*Calculators/Computers*, and, of course, the *Intelligent Machines Journal*.

### CLOSING DATES ARE ABSOLUTE

The closing dates for ad copy are Thursdays. Layout is done on Thursday through Saturday. The issue is processed for printing at the printer on Sunday (it's a daily newspaper printer, so they work seven days per week). It is printed on Monday, and mail processing starts Tuesday morning. *There is no slack in this schedule.*

## DUN & BRADSTREET Companies Target of IMJ and Computer Faire

Approximately 38,000 copies of a special direct mail newspaper will be sent to most of the smaller northern California companies listed with Dun & Bradstreet. The newspaper — *Intelligent Machines for Business* — will be sent to most categories of D&B companies (excluding such categories as barbers, beauty salons, etc.) with 5 to 40 employees. It will be sent to each company's Chief Officer by name.

This free newspaper will carry a number of "straight" articles, addressing topics of probably interest to small business people relating to inexpensive computers and intelligent machines for the office and industry. It will also carry a variety of articles describing the business-related aspects of the 4th West Coast Computer Faire, illustrating the value that business people may derive from attending the Faire.

This publication will also be sent to about 33,000 *Business Week* subscribers. Another Business Edition — having essentially identical editorial content, and differing only in advertising content — will be sent to approximately 66,000 subscribers to the *Wall Street Journal*. All three lists — *D&B*, *Business Week*, and the *Wall Street Journal* — are limited to names in the 94xxx-95xxx ZIP codes; i.e. northern California, predominantly the San Francisco Bay area and the Sacramento area.

### 4th Faire Exhibits

OVER 210  
EXHIBIT SPACES TAKEN,  
ONLY 38  
10'x10' BOOTHS REMAINING

As of March 11th — a full two months prior to Faire time — the entirety of the Civic Auditorium exhibit space has been rented (134) spaces, and a considerable portion of the Brooks Hall space has been taken. The statistics look like this:

	remaining	assigned	total
Civic Auditorium	0	134	134
Brooks Hall; 10x10	38	32	70
quads (4 spaces @)	1	5	6
hexes (6 spaces @)	2	0	2
microbooths 6x6	22	28	50

### 22 MICROBOOTHS NEWLY CREATED

Originally, 20 microbooths were laid out in the booth-plan. Those were filled by the middle of February. Recently, another 8 microbooths were created — only to be snapped up within a few days. On March 12th, another 22 microbooths were created, consuming a portion of the area originally planned for the food concession and social area.

### UP FRONT

This particular Industry Edition issue is exclusively concerned with:

- \* the *IMJ* Business Edition content and circulation
- \* advertising in the *Journal* editions
- \* Computer Faire exhibitor info

The Intelligent Machines Journal  
345 Swett Road  
Woodside, CA 94062  
(415) 851-7075

# IMJ — IT'S THE ONLY WAY TO FLY!

The *Intelligent Machines Journal* is the *only* periodical that provides:

- \*biweekly news and advertising distribution (26 times/year),
- \*5-day lead-time on publication of ad copy and hot news items (if it's received in sync with the biweekly publication schedule; however, even the worst possibility is only a 19-day delay between receipt of copy and its appearance in print),
- \*special editions:
  - *Industry Edition*, sent to 3700 microworld businesses, including about 800 computer dealers and retailers,
  - *Northern California Edition*, with low ad rates and a guaranteed circulation of 10,000 in the 94xxx-95xxx ZIP codes,
  - *Southern California Edition*, with a guaranteed circulation of 5,000 in the 90xxx-93xxx ZIP codes,
  - *Faire Editions*, of at least 50,000 copies, distributed nationally,
  - *Business Edition*, a completely separate edition, entitled "Intelligent Machines for Business," sent to selected portions of the mailing lists of Dunn & Bradstreet, the *Wall Street Journal*, and *Business Week*.

## 4th COMPUTER FAIRE EXHIBITORS (as of 79 Mar 11)

24th St Used Component Shop	16
3M Company	1400c, 1402
Aaron Associates	213
ABS Business Machines	306c
Action Computer Enterprises Inc	211
A.I.T.S. Inc	110
Alltronics	214
Alpha Supply Company	620, 622
Altos Computer Systems Inc	103, 104
Apple Computer Inc	605c, 627
Apple Core of San Francisco	1006
Arkenstone	1331c
Artec Electronics Inc	230E, 329E
Ateri Inc	1202Q
Basic Business Software	478
Biotech Electronics	526
Brahman Diversions	45
Brain Bank	311
BUS: Independent Newsletter of Heath Co Computers	48
Byte of Palo Alto	1500C
Byte Publications Inc	426, 428, 430
Calculators Computers	1101c
California Digital Inc	409, 411
CAP Electronics	25
CAP-CPP	305c
Casheab	23
Century Electronics Co	324
Cherry Elec Prod Corp	1115c
Circle Enterprises Inc.	29
CLOAD Magazine	424
Compucolor Corp	1223c, 1225
Compumech Electronics	208
Computaker Consultants	1103
Computer Center Inc	1219c
Computer Cookbook	47
Computer Design Consultants	44
Computer Design Pub. Corp.	1105
Computer Hardware	325
Computer Information Exchange	227c
Computer Printers International Inc	1127c
Computer T-Shirts	74
Computer TEXTile	107, 108
Computer/Law Journal	13
Computerland (SF Bay Area Stores)	603c, 610, 612, 614c
Creative Computing	313, 316c
Diego, Inc	44
Crowenco Inc	420c, 422, 519c, 521
Data Vector Corporation	11
Digital Research	473
dilithium Press	512, 514
Eakins Associates Inc	46
ElCompo	28
Electronic Systems	308
Electronic Systems Furniture Co	1322c
Entrepreneur Press	1119c
Fischer-Freitas Company	206c
Forth Interest Group	1074
Emmanuel B. Garcia & Associates	1117
Graham-Dorian Software Systems	623
GRT Corp G2 Program Library	223, 225
HSE Computronics	624
Hayden Book Co	516c
Heath Company (Heathkit)	609, 611, 613
Pellor Inc	26
Hobby World Electronics	619, 621
HUH Electronics	309
I.C.U.	201b
Information Unlimited	327
Input/Output Unlimited	1215c
Interface Age Magazine	523, 525
International Data Services	1115c
International Peripheral Systems	41
Ithaca Audio	1322C
Jade Computer Products	515c, 513, 511, 509, 415c, 414, 412, 410
JEP Marketing	14
Kathryn Atwood Enterprises	19
Kilobaud & Instant Software	319c
Leeder Corp	528
Mad Hatter Software	210, 212
Mahalo Microsystems	42
Malibu Design Group	1202c
Marinchip Systems	321
Micro Computer Devices	54
Micro Computerworld	323
Micro Resources	43
Micro-Ap	216c
Micro Source (Phoenix Group, Inc.)	316c, 415c, 314, 413
Microbyte Computer Store	121c, 122
Microcomputer Consultants	209
MicroIaSys	21
MicroPro International Corp	1120c
Microsette Co	425c
MicroTech Experts	17
Microtronix Inc.	220c, 222
Midwest Scientific Instruments	432c, 531c
Morton, Donald T/Consulting Engineers	626c
Motorola Semiconductor Products Inc	224, 225
Nestar Systems Inc	1114c
Net Works	22
Newman Computer Exchange	215c
North Star Computers Inc	1323c, 1325
Omicron	508
Osborne & Associates Inc	520c, 522
Pacific Office Systems	1122c
Page Digital Electronics	477
Parasitic Engineering	105
Parsons Mfg Corp	1222c
People's Computer Company	1101c
Personal Computer Intelligence	22
Personal Computing Magazine	527, 529
Personal Software Inc	114c
Practical Applications	228
Programma Consultants	506c, 113
PROTEUS	1127
Quality Software	18
Quest Electronics	320c, 322
Radio Shack	1200Q
RCA Corp - VIP Products	629c, 627, 625
Rothenberg Information Systems	1232c
Social Security Admin	1124
Softape	602E
Software Exchange	1107
Software Works Inc	70
Southwest Technical Products Corp	330, 429, 332c, 431c
Speakeasy Software Ltd	27
Specialty Division	15
SSM-Solid State Music	615c
Structured Systems Group	327
Summagraphics	419c, 421
Sybox Inc	532c
Talos Systems Inc	326
Taranto & Associates	510
Tasa Inc	507
Technical Systems Consultants Inc	425, 427
Thinker Toys	310, 312
Tiny C	1217
Vector Graphic Inc	1102Q
Verbatim Corp	1408c, 1406
Village Electronics (Carr Electronics)	111, 112
Western Digital	406c, 507c
John Wiley & Sons	126
Xitex Corp	221c
Zemco	323
Zeta Systems Canada	12

NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

### BUSINESS REPLY MAIL

First Class Permit No. 169 Redwood City CA

POSTAGE WILL BE PAID BY ADDRESSEE

COMPUTER FAIRE

333 Swett Road / Woodside CA 94062  
(415) 851-7075

### PLEASE SEND ME:

- \_\_\_ Information about being a 4th Faire Exhibitor
- \_\_\_ Copies of the *Silicon Gulch Gazette*
- \_\_\_ Copies\* of the \_\_\_\_\_ *Faire Conference Proceedings*  
1st 2nd 3rd
- For resale (40% discount on orders of 10 or more), C.O.D.
- \_\_\_ Registrations for the 4th Faire  
\$6 each in groups of 20 (sent by C.O.D. by UPS before April 20, 1979)

### PLEASE PRINT:

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Shipping: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

\*See separate order form for quantities less than 10.

The *INTELLIGENT MACHINES JOURNAL*. Executive & Subscription offices:

345 Swett Road, Woodside CA 94062; (415) 851-7075.

The *Intelligent Machines Journal* is published approximately biweekly. Application to mail at controlled circulation rates is pending at San Jose CA 95125, and Redwood City CA 94063. POSTMASTER: Please send Form 3579 to *IMJ*, 345 Swett Road, Woodside CA 94062.

# WHAT'S THE INTELLIGENT MACHINES JOURNAL?

*IMJ* is a biweekly (more or less, every other week publication) periodical, published in tabloid format. It is designed to provide uniquely fast turnaround on distribution of news and advertising to the microcomputing community.

It has only a 6-day delay between advertising/editorial closing dates and being completely processed and in the mail!

*IMJ* has a variety of Special Editions, as well as the General Edition. It provides unusually high quality readership to the advertiser, and has advertising rates that are lower cost-per-reader rates than most of the computer magazines.

It also provides a Special Issue titled *Intelligent Machines for Business* that is widely distributed, without cost to the reader, explicitly to the small business community.

The Industry Edition — another Special Edition — reaches about 4,000 retailers, manufacturers, and marketing directors in the microcomputer industry. This specifically includes about 800 computer and electronics stores and distributors.

The *Journal's* Editor and Publisher is Jim Warren, widely known in the microcomputing community as the originator of the West Coast Computer Faires, and the original Editor of *Dr. Dobb's Journal*... for People's Computer Company. He is also the Director of the Digicast™ Project — a system to distribute news and information via digitally-encoded broadcast transmission.

## IMJ PUBLICATION SCHEDULE & AD RATE MULTIPLIERS

(published biweekly... more or less)

issue number	advertising & editorial closing date	printing/mailling (4 days after closing date)	issue dateline (6 days after closing date)	special insert or wrap-around	number of copies	advertising rate (multiply times base ad rates)	example rate: 7"x10" ad copy
6	79 Mar 22	79 Mar 26	79 Mar 28	Faire's SGG (nonwestern)	50,000	2X	\$ 800
6-BE-1	79 Apr 5	79 Apr 9	79 Apr 11	Business Edition (D&B, Bus. Week)	71,000	3X	\$1200
6-BE-2	79 Apr 5	79 Apr 9	79 Apr 11	Business Edition (Wall St Journal)	66,000	2X	\$ 800
7	79 Apr 12	79 Apr 16	79 Apr 18	Faire's SGG (western)	50,000	2X	\$ 800
8	79 Apr 26	79 Apr 30	79 May 2		10,000	½X	\$ 200
9	79 May 24	79 May 28	79 May 30		10,000	½X	\$ 200
10	79 Jun 7	79 Jun 11	79 Jun 13	Post-Faire SGG	50,000	2X	\$ 800
11	79 Jun 21	79 Jun 25	79 Jun 27		10,000	½X	\$ 200

9.94" wide x 7.1" high  
(142% enlargement of 7" x 5" ad)

Base Ad Rate: \$400\* (20,000 copies guaranteed)  
\*Note that special editions may have higher or lower rates

7" wide x 5" high  
(horizontal half magazine page)

Base Ad Rate: \$225\* (20,000 copies guaranteed)  
\*Note that special editions may have higher or lower rates

## OPTIMAL ADVERTISING

### A Choice of General & Special Editions for You

**IMJ** produces a General Edition and a variety of Special Editions that not only allow advertisers very fast access to the readers (in the mail 6 days after the closing date), but also allow advertisers to reach — and pay for — *only* the audience they choose.

#### GENERAL EDITION

usual press run: 20,000

The General Edition is targeted for the general microcomputer user — small computing professional, OEM consumer, educator, computer enthusiast or experimenter. The articles include coverage of news, products, applications, etc., and presume at least novice-level familiarity with microcomputing.

#### SPECIAL EDITIONS

The following Special Editions are created by inserting additional pages into the middle of a General Edition, or wrapping additional pages around the outside of a General Edition.

Any advertisement appearing in a General Edition will also appear in the inserted or wrapped Special Edition.

However, advertising in the Special Edition will only reach those to whom the Special Edition — with its General Edition component — is distributed. Thus, the rates for Special Edition advertising are often much lower than those of the General Edition.

#### CALIFORNIA REGIONAL EDITIONS (Special Editions)

"Northern California" and "Southern California" editions are wrap-arounds containing news and information — and advertising — of local or regional interest, e.g., courses and seminars, club meetings, special features on local installations and applications, etc.

These wrap-arounds are smaller editions, with lower ad rates, and are an excellent and economical way for computer and electronics stores and distributors to reach their customer base, as well as for employers to reach potential employees.

#### HOW IS THE GUARANTEED CIRCULATION CREATED?

As of early March, 1979 — with only 4 issues published — **IMJ** had about 1200 paid subscribers. However, the *Journal* has unlimited access to the 45,000+ names in the Computer Faire's database. For each issue, the bulk order copies are sent by UPS (e.g. for counter sales in stores); the paid subscriber copies are sent; and, the balance are sent to a portion of the Faire's mailing list — a different portion being used for each successive mailing. (Currently, it takes about 3-4 issues to cycle completely through the Faire's list, but that cycle time is increasing as more subscribers enter.)

This is a *nonduplicate* distribution. That is, because both lists are maintained on the same, in-house computer, it is a simple matter to delete **IMJ** subscriber names from the portion of the Faire list that is being used to fill out a given guaranteed distribution.

In the case of the "Business Edition," the entire issue is mailed without cost to the recipient. It is mailed to selected portions of lists from Dun & Bradstreet, the *Wall Street Journal*, and *Business Week*.

#### BUSINESS EDITION (a separate issue)

This is a special issue with the title, *Intelligent Machines for Business*. The editorial content is explicitly oriented to the **business person** who has problems to be solved, but has little or no specific interest in computers per se. Articles cover such topics as business computers, accounting packages, intelligent telephones, word processing systems, "the office of the future," etc., as well as such areas as EFTS, POS systems, government regulation of personal data, and so on.

The Business Edition is distributed, without charge, to selected names from Dun & Bradstreet listings (chief officer or owner of businesses with 5 to 40 employees), the *Wall Street Journal* mailing list, and the subscribers to *Business Week*.

This provides a unique means for reaching potential consumers of small business systems — far better than *any* of the computer, electronics, and sciences periodicals (including the other editions of **IMJ**).

#### INDUSTRY EDITION (A Special Edition)

The Industry Edition is a wrap-around containing news and information of specific interest to the microcomputing industry — as opposed to the more general microcomputing community. It is distributed, without charge, to most of the micro industry — currently, about 4,000 individuals and companies.

About 800 computer dealers and electronics retailers & distributors are included in this distribution.

#### California Computer Retailers:

The *Journal* can create regional special editions at the drop of a check. In addition to the regularly scheduled Northern California and Southern California Editions of **IMJ**, we can generally create a special such edition with only two weeks' notice. We are willing to do so any time we are guaranteed \$1500 ad revenue for a Northern California Edition (10,000 or more), or \$800 ad revenue for a Southern California Edition (5,000 or more).

May we help you reach your customer community?

#### COMPUTER FAIRE MAILING LIST

The Faire's list is composed of:

1. people who spent one to three days of a weekend, as well as money for registration, to attend one or several of the Computer Faires,
2. people who ordered one or several volumes of the Faire's *Conference Proceedings*,
3. names collected at several of the other personal computing conventions,
4. people who wrote in or phoned in and explicitly requested information about the *Proceedings* or upcoming Faires,
5. and, some miscellaneous names of individuals known to be leaders in the computer or electronics professions.

Due to the fact that **IMJ** is mailed as a periodical by 2nd-Class controlled circulation, we are required to request and accept address corrections. Since they cost us 25 cents for each correction, we keep that list as "clean" as possible.

## IMJ ADVERTISING SPACE RATES BASED ON COLUMN INCHES

20,000 copies guaranteed

"local rates" (not commissionable)

total column inches	base rate per column inch
less than 4 column inches	\$20* / column inch
4 to less than 8 column inches	\$18* / column inch
8 to less than 14 column inches	\$17.50* / column inch
14 to less than 20 column inches	\$15.50* / column inch
20 to less than 30 column inches	\$15.00* / column inch
30 to 52 column inches	\$13.50* / column inch

Note: One full **IMJ** page (10" x 13") is 52 column inches

Open rate: \$20\* / column inch

**IMJ** column space is 2½" wide, and 13" high.

**Quantity rates:** The preceding rates apply to a single ad, one or several columns wide, published in a single issue. See the "Discount Schedule for Multiple Insertions" for discounts on display advertising inserted in more than a single issue.

For multiple-page insertions in a single issue — oh joy, oh joy! — call and let's haggle.

\***IMJ** produces distributions of varying size for various issues.

To compute the advertising cost for a given ad in a given issue, multiply the **BASE RATE**, given above, by the **MULTIPLIER** indicated on the publication schedule.

## DISCOUNT SCHEDULE FOR MULTIPLE INSERTION

(Applicable only to display advertising)

Please note that **IMJ** is very different from monthly slick magazines:

1. It has only a 6-day delay between closing dates and appearance in print.
2. It appears more than twice as often as do monthly magazines.
3. It is likely that many advertisers will insert different ads of different sizes in different issues.

As such, it is reasonable that it will have a different approach to multiple-insertion discounts than is used by the slower-turnaround magazines. It does: the discount schedule is phrased in terms of column inches consumed per year (this has nothing to do with whether the charges are computed on a column-inch basis or a magazine-page-related basis; in either case, column inches are used — and the number of column inches used is the basis for the multiple-insertion discount computations).

Upon receipt of payment for display advertising placed in any issue, **IMJ** will issue a **CREDIT VOUCHER** applicable to future ads placed within a 12-month period. That credit voucher will allow significant savings by those advertisers placing several ads per year in **IMJ**.

total amount of display advertising placed in the preceding 12 months

amount of credit voucher issued upon receipt of payment for ads

less than 100 column inches	\$1.00 / column inch
100 to less than 200 column inches	\$2.00 / column inch
200 to less than 400 column inches	\$3.00 / column inch
400 or more column inches	\$4.00 / column inch

#### FOR EXAMPLE

On a 7" x 10" ad (30 column inches), the above yields the following discounts for multiple insertions over a 12-month period:

3 insertions	5% discount	\$380 avg. cost / ad
6 insertions	8% discount	\$365 avg. cost / ad
12 insertions	15% discount	\$340 avg. cost / ad

Here are the details:

7"x10" ad (30 column inches) --

insertion number	total column inches used	amount paid for insertion	credit voucher issued (and applied to next ad)
1	30"	\$400	\$30 (\$1/column inch)
2	60"	370	30
3	90"	370	30
total to date: \$1140/3 ads = \$380/ad, 95% of \$400 ad rate (5% disc.)			
4	120"	\$370	\$60 (more than 100"; \$2/column inch)
5	150"	340	60
6	180"	340	60
total to date: \$2190/5 ads = \$365/ad, 91% of \$400 rate (8-3/4% disc.)			
7	210"	\$340	\$90 (more than 200"; \$3/column inch)
8	240"	310	90
9	270"	310	90
10	300"	310	90
11	330"	310	90
12	360"	310	90
total to date: \$4080/12 ads = \$340/ad, 85% of \$400 rate (15% disc.)			
13	390"	\$310	\$90
14	420"	310	\$120 (more than 400"; \$4/column inch)
15	450"	280	120

**IMJ ADVERTISING RATES BASED ON MAGAZINE-FORMAT COPY**

These *base rates* apply to those issues of which 20,000 copies are distributed. Please see the "Publication Schedule" for the number of copies of each issue, and for the multiplication factor — to multiply times these base rates — in computing the rates for those issues of more than or less than the 20,000 copies.

These are "local rates" (*not* agency commissionable).

<u>size of ad copy</u>	<u>description of ad copy</u>	<u>base rate*</u>	<u>column inches</u>
7" wide x 10" high	full magazine-sized page	\$400*	30"
9.1" wide x 13" high	130% enlargement** of 7"x10" ad	600*	52"
7" wide x 5" high	horizontal ½-magazine-sized page	\$225*	15"
9.94" wide x 7.1" high	142% enlargement** of 7"x5" ad	400*	28½"
3½" wide x 10" high	vertical ½-magazine-sized page	\$300*	20"
4.55" wide x 13" high	130% enlargement** of 3½"x10" ad	375*	26"
3½" wide x 5" high	¼-magazine-sized page	\$175*	10"
4.97" wide x 7.1" high	142% enlargement** of 3½"x5" ad	220*	14¼"

\*\* Enlargements of camera-ready positive print copy will be done without charge.

\* Special Editions may have larger or smaller press runs, and thus may have higher or lower advertising rates than specified in the BASE RATE, above. See the "Publication Schedule" for the size (number of copies/distribution) of each issue, and the accompanying MULTIPLICATION FACTOR to be used in computing ad rates for each particular issue, using the above rates as a base.

**MULTIPLE INSERTIONS IN A SINGLE ISSUE**

For insertions of multiple ads on multiple pages of a *single issue*, please call for rates and discounts.

**IMJ "NATIONAL" ADVERTISING SPACE RATES**

(Agency Commissionable)

National advertising rates *are* agency commissionable. *IMJ* will discount national rates by 15% for all agencies wishing to claim an agency commission.

National rates may be computed from the "local rates" that are used throughout this rate sheet, by dividing local rates by .85.

Upon request by an agency, *IMJ* will invoice for an ad insertion at national rates with the 15% agency discount indicated and allowed.

4.55" wide x 13" high  
(130% enlargement of a 3.5" x 10" ad)

Base Ad Rate:  
\$375\* (20,000 copies guaranteed)

3.5" wide x 10" high  
(vertical half magazine page)

Base Ad Rate:  
\$300\* (20,000 copies guaranteed)

4.97" wide x 7.1" high  
(142% enlargement of 3.5" x 5" ad)

Base Ad Rate:  
\$220\* (20,000 copies guaranteed)

3.5" wide x 5" high  
(quarter magazine page)

Base Ad Rate:  
\$175\* (20,000 copies guaranteed)

\*Note that special editions may have higher or lower rates

## 4TH WEST COAST COMPUTER FAIRE SPACE ASSIGNMENTS

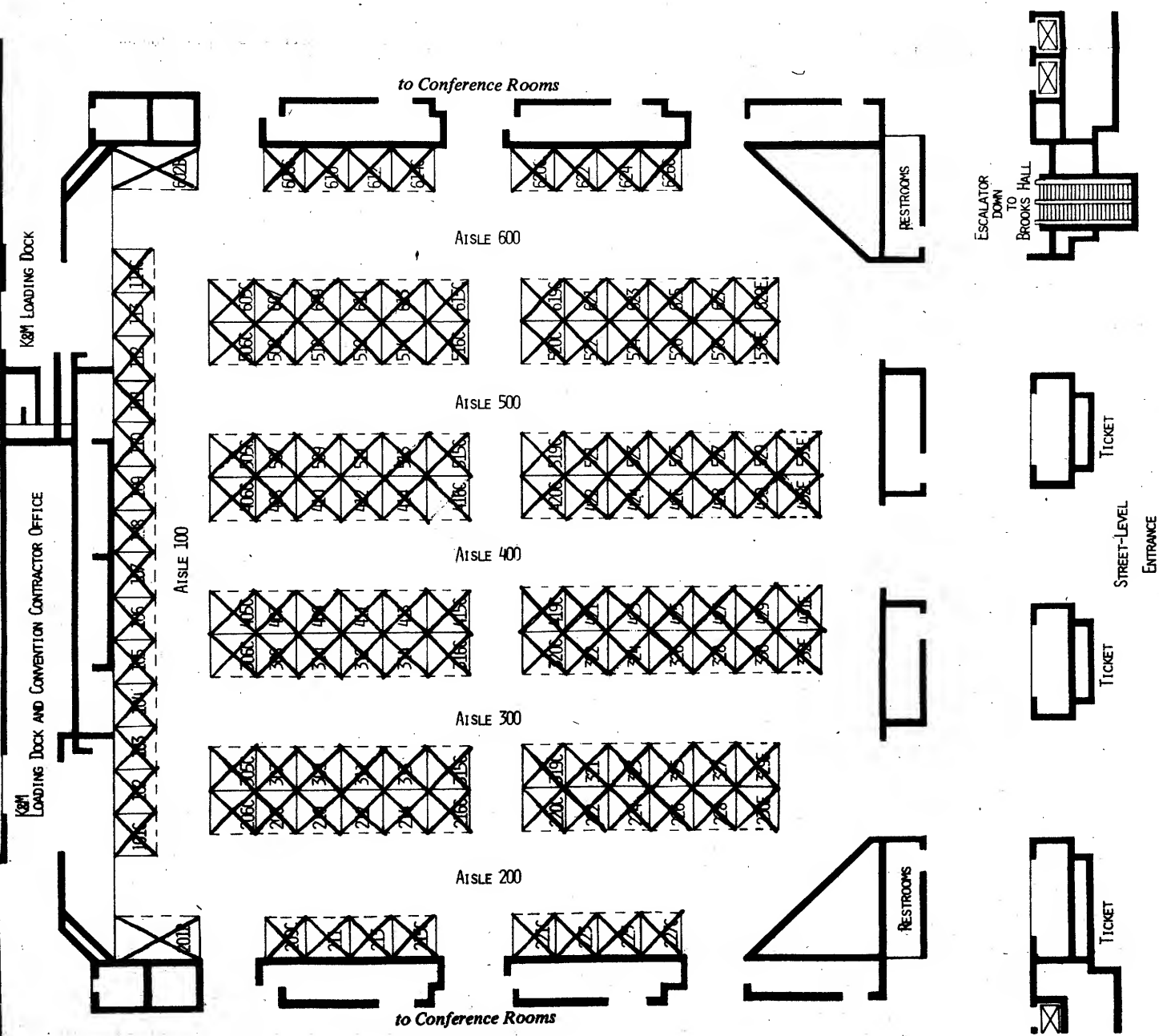
(as of 79 Mar 12)

Booth #	Size	Company Name			
11	1	Data Vector Corporation	416c	1	Jade Computer Products
12	1	Zeta Systems Canada	419c	1	Summagraphics Corp
13	1	Computer/Law Journal	420c	1	Cromenco Inc
14	1	JHM Marketing	421	1	Summagraphics Corp
15	1	Rising Sun	422	1	Cromenco Inc
16	1	24th St Used Component Shop	423	1	Digital Research
17	1	MicroTech Exports	424	1	CLOAD Magazine
18	1	Quality Software	425	1	Technical Systems Consultants Inc
19	1	Kathryn Atwood Enterprises	426	1	Byte Publications
20	1	The Networks	427	1	Technical Systems Consultants Inc
21	1	MicroLaSys	428	1	Byte Publications
22	1	Personal Computer Intelligence	429	1	Southwest Technical Products Corp
23	1	Casheab	430	1	Byte Publications
24	1	Computer T-Shirts	431F	1	Southwest Technical Products Corp
25	1	CAP Electronics	432E	1	Midwest Scientific Instruments
26	1	Helion Inc	505c	1	Western Digital
27	1	Speakeasy Software Ltd	506c	1	Programma Consultants
28	1	ElCompro	507	1	TASA, Inc
29	1	Circle Enterprises Inc	508	1	Omicron
30	1	The Software Works Inc	509	1	Jade Computer Products
41	1	International Peripheral Systems Inc	510	1	Taranto & Associates
42	1	Mahalo Microsystems Ltd	511	1	Jade Computer Products
43	1	Micro Resources	512	1	dilithium Press
44	1	Codeco	513	1	Jade Computer Products
45	1	Diego	514	1	dilithium Press
46	1	Brahman Diversions	515c	1	Jade Computer Products
47	1	Bakins Associates Inc	516c	1	Hayden Book Company
48	1	The Computer Cookbook	518c	1	Cromenco Inc
101	1	BUSS:Independent Newsltr of Heath Computers	520c	1	Osborne & Associates Inc
102	1	MicroByte Computer Store	521	1	Cromenco Inc
103	1	MicroByte Computer Store	522	1	Osborne & Associates Inc
104	1	Altos Computer Systems Inc	523	1	Interface Age Magazine
105	1	Altos Computer Systems Inc	524	1	Micro Computer Devices
106	1	Parasitic Engineering Inc	525	1	Interface Age Magazine
107	1	John Wiley & Sons Inc	526	1	Biotech Electronics
108	1	Computer TEXTile	527	1	Personal Computing Magazine
109	1	Computer TEXTile	528	1	Leeder Corporation
110	1	State College Time-Sharing Users Group	529	1	Personal Computing Magazine
111	1	A.I.D.S. Inc (AI Design Specialists, Inc)	530E	1	Syber Inc
112	1	Village Electronics	531E	1	Midwest Scientific Instruments
113	1	Village Electronics	602B	2	Softape
114c	1	Programma Consultants	605c	1	Apple Computer Inc
201b	2	Personal Software Inc	607	1	Apple Computer Inc
206c	1	I.C.U.	608c	1	Computerland (Bay Area Stores)
208	1	Fischer-Freitas Company	609	1	Heath Company (Heathkit)
209c	1	MicroComputer Consultants	610	1	Computerland (Bay Area Stores)
210	1	Compuech Electronics	611	1	Heath Company (Heathkit)
211	1	Mad Hatter Software	612	1	Computerland (Bay Area Stores)
212	1	Micro Business Systems Inc	613	1	Heath Company (Heathkit)
213	1	Mad Hatter Software	614c	1	Computerland (Bay Area Stores)
214	1	Aaron Associates	615c	1	SSM-Solid State Music
215c	1	Alltronics	619c	1	Hobby World Electronics
216c	1	Newman Computer Exchange	620c	1	Alpha Supply Company
220c	1	Micro-Ap	621	1	Hobby World Electronics
221c	1	Microtronics	622	1	Alpha Supply Company
222	1	Xitex	623	1	Graham-Dorian Software Systems
223	1	Microtronix Inc	624	1	H & E Computronics
224	1	GRT Corp-G2 Program Library	625	1	RCA - VIP Products
225	1	Motorola Semiconductor Products Inc	626c	1	Donald Morton/Consulting Engineers
226	1	GRT Corp-G2 Program Library	627	1	RCA - VIP Products
227c	1	Motorola Semiconductor Products Inc	628E	1	RCA - VIP Products
228	1	Computer Information Exchange	1000c	1	Malibu Design Group Inc
229E	1	Practical Applications	1004	1	Forth Interest Group
325c	1	Artec Electronics Inc	1006	1	San Francisco Apple Core
306c	1	CAP-CPP Inc	1101c	1	People's Computer Company
307	1	ABS Business Machines	1102Q	4	Calculators & Computers
308	1	Structured Systems Group Inc	1103	1	Vector Graphic Inc
309	1	Electronic Systems	1105	1	Computaiker Consultants
310	1	HUP Electronics	1107	1	Computer Design
311	1	Thinker Toys	1109c	1	Software Exchange
312	1	Brain Bank	1114c	1	MicroPro International Corp
313	1	Thinker Toys	1115c	1	Nestar Systems
314	1	Creative Computing	1117	1	Cherry Electrical Products Corp
315c	1	Micro Source-Div of the Phoenix Group	1118c	1	Ermanuel B. Garcia Jr. & Associates
316c	1	Creative Computing	1119c	1	Don Dible Seminars
319c	1	Micro Source-Div of the Phoenix Group	1122c	1	International Data Services
320c	1	Kilobaud & Instant Software	1123c	1	Pacific Office Systems
321	1	Quest Electronics	1124	1	Computer Printers International
322	1	Marinchip Systems	1127	1	Social Security Administration
323	1	Quest Electronics	1202Q	4	Proteus
324	1	Zence	1209Q	4	Atari Inc
325	1	Century Electronics Company	1215c	1	Radio Shack
326	1	Computer Headware	1217	1	Input/Output Unlimited
327	1	Talos Systems	1219c	1	Tiny C
328	1	Information Unlimited	1222c	1	Computer Center Inc
329E	1	Micro Computerworld	1223c	1	Parsons Mfg Corporation
332	1	Artec Electronics Inc	1225	1	Compucolor Corporation
332E	1	Southwest Technical Products Corp	1230c	1	Compucolor Corporation
405c	1	Southwest Technical Products Corp	1302Q	4	Rothenberg Informations Systems
406c	1	Microsette Company	1308Q	4	Ithaca Audio
407	1	Western Digital	1322c	1	Byte of Palo Alto
408	1	Pape Digital Electronics	1323c	1	Electronic Systems Furniture Co
409	1	Basic Business Software Inc	1325	1	North Star Computers Inc
410	1	California Digital Inc	1331c	1	North Star Computers Inc
411	1	Jade Computer Products	1400c	1	Arkenstone Inc.
412	1	California Digital Inc	1402	1	3M Data Recording Products
413	1	Jade Computer Products	1406	1	3M Data Recording Products
414	1	Micro Source-Div of the Phoenix Group	1408c	1	Verbatim Corporation
415c	1	Jade Computer Products			Verbatim Corporation
		Micro Source-Div of the Phoenix Group			

This Journal is the fastest information medium addressing the microcomputing community.

MURPHY'S ELEVENTH LAW  
It is impossible to make anything fool-proof because fools are so ingenious.

FOURTH WEST COAST COMPUTER FAIRE



SAN FRANCISCO CIVIC AUDITORIUM

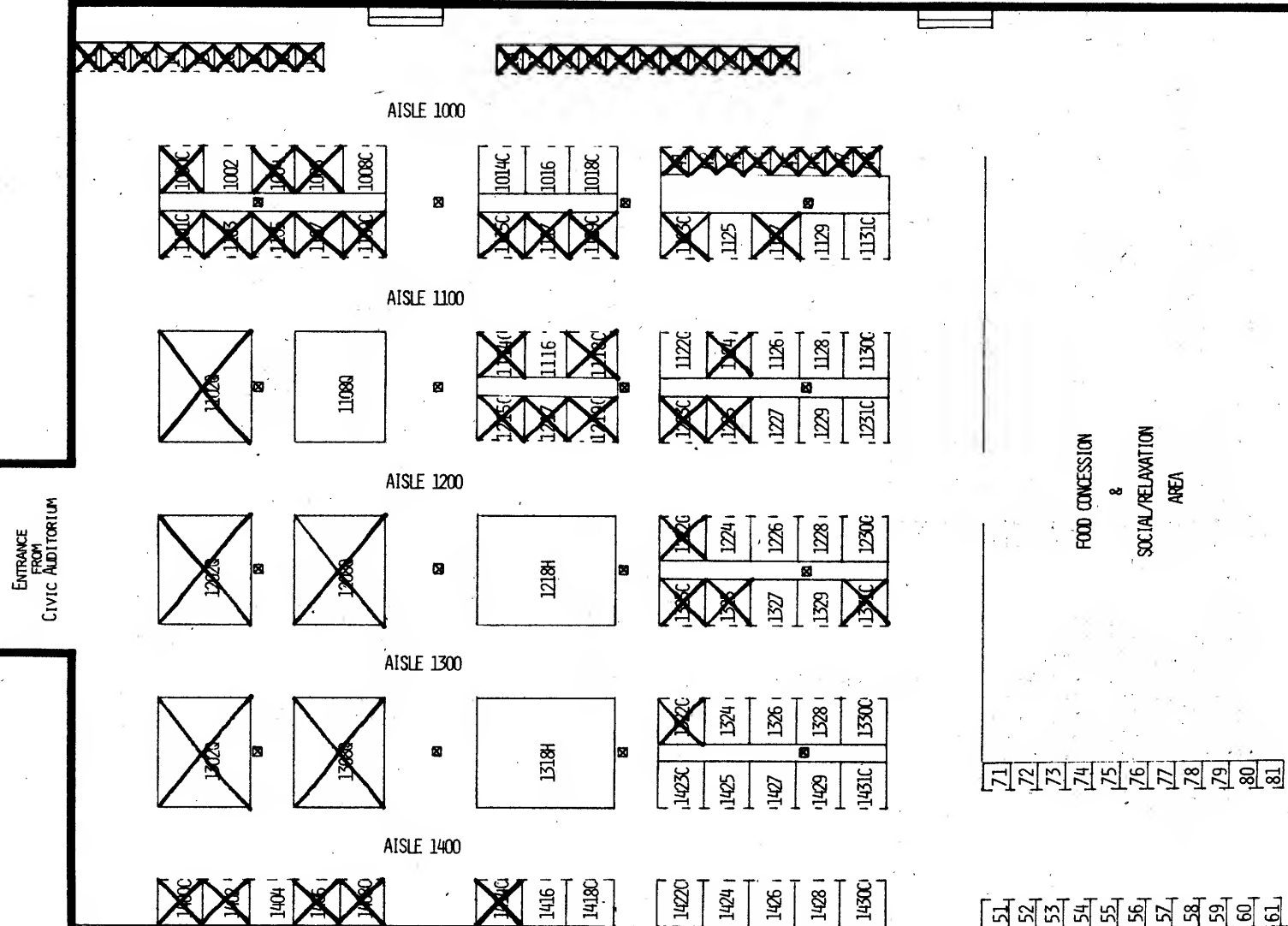


EXHIBIT BOOTHS TAKEN AS OF 79 MARCH 13

# BUSINESS EDITION CONTENT EXPLICITLY FOR BUSINESS PEOPLE

The Special Edition — *Intelligent Machines for Business* — is explicitly written for business people. All of its articles assume the reader has little knowledge of or interest in computers, but has extensive knowledge of business information handling problems, and great interest in methods of solving those problems.

Most of the readers, however, are at least nominally aware that computers may be of assistance with their problems, since almost all of the readers are located in the northern California centers of high technology.

# FAIRE PREREG BEING HANDLED THROUGH STORES

A number of computer and electronic stores are carrying preregistrations for the 4th Computer Faire. Their names and addresses are being listed in each issue of the *Intelligent Machines Journal*, and will be included in the 237,000 copies of Issues 6 and 7, and the Business Edition.

Several of the listed stores are also accepting orders by mail. They are explicitly noted in the published listing.

By preregistration, the fee is \$7 (stores and groups are allowed to purchase registrations in groups of 20 for \$6 each). Registration at the door will be \$9. All registrations are good for all three days and include both the Conference Program and the exhibits.

# BUSINESS EDITION ARTICLES

A number of the articles are brief tutorials regarding small business computers — what they are, what they can do, how to buy them. Other articles cover related topics, such as where to find computer classes, and various aspects of the micro-computing business world.

Another set of articles describe “intelligent” office machines such as word processors, digital postage scales, and “helpful” telephone equipment.

A final group of articles for the Business Edition concerns “futures.” These describe microcomputer applications that appear likely to become widespread in the business community in the near future, e.g. voice data entry, electronic mail, and electronic publishing.

# ABOUT FEDERAL EXPRESS . . .

We cannot recommend that individuals and companies ship to *IMJ* via Federal Express. While they may provide excellent national television advertising, we have repeatedly found their delivery service to us to be unsatisfactory. On some occasions, they have delivered items to us several days late. On other occasions, they have been unable to find us, even though we are located on one of the major east/west roads on the San Francisco peninsula.

# RETAILERS: REQUEST RETAILER RIBBONS FOR YOUR FAIRE BADGES

Retailers desiring to attend the special exhibition on Sunday morning — when admission is restricted to retailers and exhibitors' guests — should request retailer ribbons. These may be attached to their admission badges to allow admission.

Requests for retailer ribbons must be on company stationery. Where the retail character of the company is not self-evident from the company stationery, please indicate what product lines are being carried, and explicitly state that the company is involved in store-front retail sales. A street address for the store must be included.

# ADVERTISING IN THE PROGRAM AND THE CONFERENCE PROCEEDINGS of the 4th West Coast Computer Faire

**Program**  
15,000 copies  
printed on high-grade newsprint  
(just like the *Program*  
of the previous Faire)

**Proceedings**  
3,000 copies  
printed on book stock

image area: 7" wide x 10" high  
maximum half-tone screen: 100 lines/inch

# Closing Dates

April 11th

March 28th

Payment **MUST** accompany insertion.  
Rates are not commissionable.

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# SERVANTS FOR SALE

TWO SMALL BUSINESS COMPUTERS  
used 1-2 years

# DTC MicroFiles:

one --  
two 8" floppy drives  
24K of RAM + 7K of ROM  
the other --  
four 8" floppy drives  
40K of RAM + 7K of ROM

# both include:

fast-access Persci drives  
8080 CPU  
DTC BASIC (upgrade of 12K  
Microsoft Basic)  
ROM-stored Executive  
Disc-transparent Editor  
Sequential & random files  
300K hard-sectored discs

Two RS232 ports with  
communications software  
selectable baud, mode,  
parity & delay  
Heavy-duty case

*These are not personal or  
consumer computers. They  
are explicitly designed as  
small business systems.*

2-drive, 24K -- \$4500\*  
4-drive, 40K -- \$6800\*

\*will toss in about 60 used  
but usable discs

# Reason for sale:

records outgrew processing  
by floppy discs (about  
60,000 records, & growing)

# contact:

Jim Warren (415)851-7075